

ON THE LEVEL

A STENERSON LUMBER PUBLICATION

STENERSON SPOTLIGHT ON SERVICE

Usually we use this section of our newsletter to spotlight a specific StenerSON Lumber employee. However, this month, we recognize our entire sales staff and the effort they've put into keeping current and continuing their education. Choosing classes we feel are relevant to serving you better, many of our team members have taken sales curriculum and computer training. We also have taken many specialty courses such as pole-barn/ag-building programs, decking guidelines, lead-based paint certification, green building, braced wall workshops, home-warranty law, geothermal heat courses, building code classes, and safety training. We've also spent a lot of time with our vendors, soaking up new product knowledge and taking plant tours. These tours can be quite informative when recommending upgrades such as pre-finishing. This spring, we will be working on becoming a Certified Green Dealer. Our salesmen will be taking a series of classes to gain a better understanding of green products and their place in "good building." We will be better able to promote the green products we already carry and perhaps even add a few more of them so you are more able to market to your clients that are concerned about building green. Our hope is, with keeping up with our homework, we are able to continue providing you with quality products and the knowledge to back that up.



StenerSON Sales Staff 3/31/11

SPRING HOURS SET

Even though it there's still snow on the ground, StenerSON Lumber will begin spring/summer hours very shortly. Look for Detroit Lakes to be open 8 am – 12 pm on Saturdays beginning April 9th. Crosby will begin the same Saturday hours May 7th. Monday through Friday hours at all locations will remain 7:30 am – 5:00 pm. Fergus Falls and Moorhead will not be hosting Saturday hours this season. Of course, as always, talk with your salesperson if you'd like to meet during hours that we are normally closed. We can work with you if you need extra show-room hours to meet with customers or discuss future projects. With that, we invite you all to visit our stores that you may not regularly visit. We'd love to meet our "extended family" and show off the updates we've added in each location.

APRIL STENERSON SPECIAL



ROXUL® INSULATION

15% OFF

FIRE-PROOF AND SOUND-PROOF STONE WOOL INSULATION

Offer applies to special orders and in-stock merchandise. Future sales only. Ask your salesman today!

2011 SPRING HOURS

Monday – Friday
7:30 am to 5:00 pm

Saturdays (Detroit Lakes)
8:00 am to 12:00 pm

As always
- FREE DELIVERY -
call for yours today!

PRODUCT SALES

- Casey Beckerleg, Mhd
- Steve Breyer, Mhd
- Steve Gease, FF
- Rich Harris, Crosby
- Bill Jackson, DL
- Craig Johansen, FF
- Arden Laine, DL
- Scott Mollberg, Mhd
- Tracy Olson, DL

STENERSON LUMBER LOCATIONS

555 Hwy 59 N
Detroit Lakes, MN
218-847-2188

22348 Hwy 6 and 210
Crosby, MN
218-546-6535

324 Washington Ave E
Fergus Falls, MN
218-739-4481

1702 1st Ave N
Moorhead, MN
218-233-2754

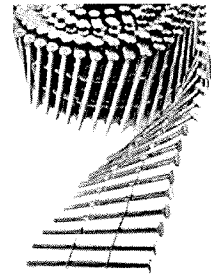
Exteriors Unlimited
218-846-1778

Pro Builder Lending
218-233-3437



KEEPIN' IT CLEAN...STAINLESS STEEL NAILS

Have you ever installed some beautiful wood siding just to find that over time, unsightly black rings have formed around the siding nails? These blights are caused by the metal in the nail reacting with the tannic acid in the wood and leaving a tarnished ring on the siding. The unattractive marks can be prevented. Stainless steel nails are the best choice to hang wood siding, as they will not react with the wood – a must if a transparent stain is planned to be used on the wood. These nails are available at Stenerson Lumber in bulk or collated and are also offered in many painted colors. Ask for stainless steel for your next wood siding job.



SAFE AND COMFORTABLE WITH ROXUL® INSULATION

Stenerson Lumber now offers two new choices in fire-resistant insulation manufactured by Roxul®. We offer both **ComfortBatt™** (thermal insulation) and **Safe'n'Sound™** (sound-proofing insulation.) Both types of insulation are **non-combustible, moisture resistant, and non-corrosive**. Roxul is manufactured from stone wool, a byproduct of volcanoes. Volcanic rock, slag, and coke are fed into a large combustion chamber at over 2700° F. The melted material runs out the bottom of the furnace into a spinning machine. Small amounts of binder and oil are added to the rock in the spinning machine and stone wool is formed (much like cotton candy.) The structure and density of the wool are adjusted and the insulation is then sent to the curing oven and then packaged for sale. The non-directional fibers of the stone wool allow for the **superior absorption of acoustic waves** and help reduce noise levels. Manufactured from stone and like recycled products, means Roxul® can withstand temperatures of up to 2150° F. It is **fire-resistant and does not release smoke or toxic gases** – it does not smolder like fiberglass product. Stone wool is also **water repellent** yet vapor permeable and will not absorb water. If the insulation becomes wet, it can be dried out and used again. It is completely **resistant to rot, mildew, mold, and vermin**. It is also **safe** - free of CFC and HCFC.



**Fire
Resistant**



**Water
Repellent**

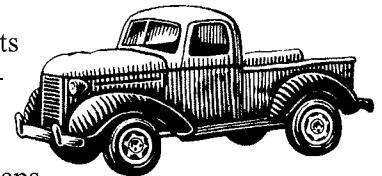


**Made
from Stone**

For thermal applications, **ComfortBatt™** is recommended for use in **exterior** walls, attics, and crawlspaces, providing indoor comfort and energy savings. It is offered in various thicknesses and R-values. **Safe'n'Sound™** is a **soundproofing insulation** for use in interior walls, ceilings, and floors to help create a quieter environment. It is commonly used in home theater rooms, bathrooms, kitchens, and bedrooms to reduce noise transfer in the home. Roxul is priced higher than fiberglass insulation, but it carries great value for the price – safety. The insulation cuts quickly and accurately with a serrated knife. Then, just insert between the joists/studs, compress, and release; finishing with a vapor barrier in exterior wall applications. For more information or specs on either type of Roxul insulation, contact your Stenerson Lumber salesperson or visit their website at www.roxul.com.

HOW TO TELL IF A TRUCK IS COMPANY OWNED

- Company trucks travel faster in all gears.
- Unusual and alarming engine noises are easily eliminated by turning the radio up.
- They accelerate faster, leaving tire marks.
- They enjoy a shorter breaking distance, leaving more tire marks.
- They are adapted to allow the tranny to be shifted into reverse while driving forward at all times.
- They can take bumps at twice the speed of private trucks.
- Their tire walls are designed for bumping into and over curbs.
- Their floors are shaped like ash trays, accommodating pop bottles, leftover food, and many wrappers.
- All company trucks have many dents on their body inflicted by a mysterious person named "Not Me."
- Company trucks are not designed to be washed or waxed or retain hub-caps.



FOR MORE INFORMATION

For more information on the articles contained in this newsletter please contact your Stenerson Lumber salesperson. We are open to suggestions on future topics; just let us know what you'd like to see. If you'd like to be added or removed from our mailing list or have an address correction, please call the General Office at 218-233-3437.

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